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ABSTRACT OF THE DISCLOSURE

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A leading end of a material web is threaded into a machine, such as a web-fed rotary printing press. The leading end of the web is coupled to a threading device which can be conveyed along a threading path. A first motor, in a receiving area of the web, and a second motor, in a delivery area of the web, are used to drive the threading device. During web threading, one of the motors is controlled with respect to web speed while the other motor is controlled with respect to a predetermined torque.